

**National Barley
Foods Council**

Phone: (509) 456-4400
www.barleyfoods.org

Welcome to *In Focus* brought to you by the National Barley Foods Council. This monthly report is designed to update NBFC-member organizations, barley growers and other allied industry personnel on NBFC activities as well as pertinent news on barley food and nutrition issues. For more information, contact Executive Director Mary Palmer Sullivan at (509) 456-4400 or Cindy Ritter at (206) 463-4213.

► **Forum wrap-up**

The National Barley Foods Council recently hosted the National Barley Foods Forum, a gathering of barley growers, grain millers and processors, scientists and food manufacturers. The one-day event took place on January 30, 2009 in conjunction with the Pacific Northwest Wheat Quality Council meeting in Sacramento, CA. The purpose of the meeting was to bring together members of the food barley industry to review new breeding and research developments and address the unique opportunities and challenges facing the future of new barley foods production and consumption.

"The day was packed with informative presentations," says Mary Palmer Sullivan, Executive Director of the National Barley Foods Council. "Our speakers covered emerging science on barley health benefits and product development, breeding barley for food, and a panel discussion on the opportunities and challenges facing new barley foods in the marketplace. We plan to post presentations and other highlights of the meeting on our Web site soon, so we encourage those who were unable to attend the event to check them out."

Nearly 40 participants attended the event. All facets of the industry were represented including:

► **Producer organizations**

- Canadian Wheat Board
- Idaho Barley Commission
- Montana Wheat and Barley Committee
- National Barley Foods Council
- North Dakota Barley Council
- Northern California Barley Growers
- Washington Barley Commission

► **Grain millers and processors**

- 21st Century Grain Processing
- Grain Millers, Inc.
- Palouse Grain Growers

► **Commercial food trade**

- Cargill Health and Nutrition
- Con Agra Foods
- Continental Mills
- General Mills Operations
- Kellogg Company
- Phoenix Agri Research
- Roman Meal Company

► **Universities**

- California Polytechnic University
- Oregon State University
- University of California Davis

- University of California Riverside
- Virginia Tech University

► **Government agencies**

- USDA-ARS Cereal Crops Research, Madison, WI
- USDA-ARS GMPRC, Manhattan, KS
- USDA-ARS Small Grains and Potato Research, Aberdeen, ID
- USDA-ARS Western Region Laboratory, Albany, CA

► **Allied industries**

- Osage Bio Energy

► **Calling all Forum attendees**

If you attended the National Barley Foods Forum in Sacramento last month, we need to hear from you. A survey was recently e-mailed to you along with a complete registration list. If you have not already done so, please fill out the survey and return it to the NBFC office by mail, fax or scan-email. We value your input on this meeting and will use the suggestions to plan future barley industry events.

Please return your survey to: National Barley Foods Council

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► **Web report**

Traffic to the NBFC Web site, www.barleyfoods.org continues to be robust. For the month of January 2009, we received 541,822 total hits and 17,757 visits. Visitors spent an average of just over 3 minutes on the site.

► **Product samples needed**

From time to time, we receive requests from registered dietitians, nutritionists and others involved in nutrition education asking for barley product samples that can be distributed during information fairs, educational classes and company-sponsored wellness promotions. Does your company provide barley product samples or other food products that contain barley as a primary ingredient? Let us know. Please call Cindy Ritter at (206) 463-4213 or e-mail her at ritterc@earthlink.net.